

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, December 16, 2015

860.429.2740

5:00 pm

Minutes

Present: Toni Moran, Anne D'Alleva, Riley Hasson, Bob Jordan, Jim Watt, and Cara Workman

Guests: Steph Orts and Caity Duquette

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Toni Moran called the meeting to order at 5:00 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from November 18, 2015

Cara Workman moved to approve the Minutes as presented.

Riley Hasson seconded the motion.

The Minutes were approved unanimously.

4. ATION Presentation

Steph Orts and Caity Duquette from ATION introduced themselves and provided a review of the process for developing the promotional video for Downtown Storrs. Ms. Orts explained that she and Ms. Duquette divided their class group into a production team and a marketing team. Ms. Orts led the marketing team, who created a marketing strategy with suggestions on how to launch and best utilize the video. Ms. Duquette led the production team who filmed and edited the video. Ms. Orts provided a brief overview of the marketing strategy. Ms. Duquette explained the work that her team had done since the last meeting and played the video for the Committee.

Ms. Moran thanked Ms. Orts and Ms. Duquette for their work and noted that they had provided the Committee with a lot of good information.

Kathleen Paterson complimented the students on their work and commented that they had listened to the Committee's suggestions very well. She added that she was impressed with the changes to the video.

Ms. Moran commented that she would like the final shot of the Town Square to be longer.

Bob Jordan asked about the level of involvement of the professors in the project.

Ms. Duquette explained the process of filming, editing, and reviewing for the class. She said that the professors provide a lot of guidance and that the class critiques each group's project.

Ms. Workman asked about the originally proposed snippets featuring different attractions within downtown.

Ms. Duquette explained that there are two snippets, one for the Festival and one for dining, along with two shorter pieces ideal for social media. She added that the team has a lot of good footage that could be used to make additional snippets.

Ms. Moran said that Educational Playcare is now open and that she would have liked to include it.

Ms. Paterson noted that the Committee had asked Ms. Orts and Ms. Duquette to create a video that attracts visitors from the region to Storrs Center, which is why there is more of an emphasis on shopping and dining rather than health care facilities and the day care. She added that those amenities are more for the use of residents than tourists.

The Committee thanked Ms. Orts and Ms. Duquette for their efforts.

Ms. Orts and Ms. Duquette left the meeting.

5. Set dates for 2016 events

Ms. Paterson explained that there is an opportunity to include the Partnership's upcoming events in the *2016 Mystic Country Visitors Guide* and on the Connecticut Office of Tourism's new website, which will launch in the spring. She said that the deadline to submit information is soon and asked the Committee to approve the following dates:

Mansfield Pup Crawl (Spring): Saturday, May 14

Mansfield Pup Crawl (Fall): Saturday, October 15

4th Annual Winter Welcome: Saturday, December 3

Ms. Paterson reported that the Festival subcommittee had already set the date for the 13th Annual Celebrate Mansfield Festival (Sunday, September 18). She said that the summer music series will be changed from "Live Music Wednesdays" to "Summer Concerts on the Square" and will take place Thursdays from June through July. Ms. Paterson explained that having the Partnership's music on Wednesdays last June and then the Parks and Recreation Department's music on Thursdays in July created some confusion. She added that there is a possibility to work with the Parks and Recreation Department to combine their music series and the Partnership's.

Ms. Paterson said there is also a possibility for the Partnership to have a larger role in planning the John E. Jackman Tour de Mansfield. The date for that event will be set by the Parks and Recreation Department, who currently has the lead on the event, as it will be hosted at the Mansfield Community Center.

Mr. Jordan suggested checking UConn's calendar before setting any date.

Ms. Workman said she will be putting together a calendar of major dates for the spring after the new year. She commented that she did not think the Pup Crawl would be in conflict with too many events because it is at 9:30 AM on a Saturday.

Ms. Paterson explained that some of UConn's major fall events, such as Homecoming and Family Weekend, are not scheduled until after the NCAA approves and releases the football schedule in March. She noted that is too late for the Festival subcommittee, who needs to begin planning their event earlier.

Ms. Workman moved to approve the 2016 event dates as presented.

Dr. D'Alleva seconded the motion.

The Committee approved the dates unanimously.

6. Update on the Town Square use and draft policies

Ms. Moran explained that the Town Council's ad hoc committee to review the proposed ordinances had not met recently. She said they will meet on December 21.

Mr. Jordan asked what the Committee's role is in the process and whether the Committee can advocate that the Town Council approve the policies.

Ms. van Zelm briefly explained the process of crafting the draft policies and the Town's process for adopting policies and ordinances. She noted that there are restrictions on what the Partnership, as a 501 (c) (3) organization, can do in terms of advocacy and lobbying.

Ms. Moran said that residents can speak during public comment at every Town Council meeting and at the public hearing; Committee members can speak as private citizens but must disclose that they are members of the Committee.

7. Review of Winter Welcome

Ms. Paterson reported that the weather was very sunny and warm, which was not very winter-like, and larger crowds than the previous year. She said she and Ms. van Zelm received several compliments on Santa Claus.

Ms. Hasson said that the lights on the oak tree and the snowflake lights looked great.

Ms. Paterson explained that the lights were made possible through generous donations from Partnership Board members. She noted that the lights were on all afternoon through 8:00 PM so that the crowds from the UConn Women's Basketball game and the Boston Pops performance at the Jorgensen would see them. Ms. Paterson said that for 2016, it might be good to adjust the timing of the event to be a little later so the lights are visible during the sing-along.

Ms. Moran asked if the kettle corn was well-received.

Ms. Paterson said the vendors seemed happy with the event. She said the kettle corn was popular and The Flower Pot's wreath-making activity went well. She said that there were several Storrs Farmers Market vendors who were interested in participating but had prior commitments. She hopes having the date set earlier will help with recruiting vendors and additional carolers and musicians.

Ms. Moran suggested contacting Artists Open Studios to see if they would like to have a presence at Winter Welcome. **Ms. Paterson will contact them in 2016.**

Mr. Jordan suggested having pop-up artist displays in any empty storefronts.

Ms. Paterson reported that Festival subcommittee member Janine Callahan photographed the event, which was a big help.

8. Other

Ms. van Zelm reported that she has met with a small working group to begin planning for movies on the Town Square. She said the movies will be once a month in June, July, and August.

Ms. Moran asked Ms. Paterson to include the movie dates when she submits information to the tourism board.

Ms. van Zelm said the suggested dates are Friday, June 24; Friday, July 29; and Friday, August 26.

Ms. Workman noted that Friday, August 26 is move-in day for UConn freshmen.

After a brief discussion, the group decided to change the third date to Friday, August 19. The movies dates were approved by consensus.

Ms. Hasson asked if refreshments would be available for purchase. She noted that sports teams might be interested in selling snacks as a fundraiser.

Mr. Jordan suggested having a rain date for the movies.

Ms. van Zelm will research how other communities address rain dates.

Mr. Jordan explained that he had reviewed information about the Partnership from the website, the strategic plan, and other documents. He commended the Committee members and other Partnership members for all of their work on the Storrs Center project. Mr. Jordan suggested that it would be beneficial for the Committee to review the communications and marketing strategies and past work and to make a new plan.

Ms. van Zelm noted that Mr. Jordan's timing is good and explained that the Board of Directors is in the process of hiring a consultant to lead a strategic planning process for the Partnership to examine its goals, governance, and funding.

Ms. Moran asked for a review of the Committee's charge and communications plan to be added to the January agenda. Ms. Paterson will provide Mr. Jordan's written suggestions to the Committee.

9. Adjourn

The meeting adjourned at 7:10 PM.